



**A Journal of My Internship  
At Pearson, Crahan & Fletcher Group**

**An Honors Thesis (HONRS 499)**

**by**

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Indianapolis media. I called each one and got the pertinent information. Some of the media were bureaus of a larger medium, so they were manned by only two people. For example, the Louisville Journal which has a home base in Louisville, Kentucky also has a branch in Indianapolis to service its Indiana market easier. However, the majority of the work is still done and monitored in Louisville. Even though these branches didn't have public service directors, their main branches did. Nevertheless, I noticed that some newspapers didn't have public service directors at all.

Later in the day, I had to double check all invoices for PCF's biggest account, H.H. Gregg. The reason for this is to send accurate copies of invoices to businesses who receive co-op, so they can be reimbursed. For example, H.H. Gregg receives a lot of co-op from RCA. Therefore, RCA has to have proof that the commercials ran and the total gross amount was paid by H.H. Gregg for those commercials. Once they (RCA) receive these invoices, which must be notarized from the agency, H.H. Gregg receives co-op money from RCA to reimburse them a set percentage of the total bill. NOTE: H.H. Gregg still pays the agency the total billing amount upon the due date. The agency does not wait for H.H. Gregg to receive co-op money first.

Another task was to package some TV cassettes to be picked up and delivered to clients. PCF uses a delivery service that delivers in one to two hours depending on the urgency of the delivery. This helps the agency service clients more efficiently and effectively.

### **January 9, 1991: Wednesday**

Over the years, the Pearson Group has created numerous television commercials, including commercials for charitable organizations, such as Big Brothers, Foster Parents, and Boys Club. In their collection, a large number of very effective PSA's have been created. To commemorate all their hard work, they have compiled their best commercials on a video tape which includes hilarious excerpts of David Letterman trying to sell stereos at Hi-Fi Buys. Being Ball State graduates, Pearson had Letterman mention Ball State and poke fun of everyone there. It's all part of the humor the Pearson Group likes to include in their creativity.

The freedom all of the employees have in this agency is dispersed widely among everyone, because many of the tasks each person has requires independent schedules to allow movement outside the agency. However, personal affairs can be dealt with during business hours too provided one's work is handled properly first. PCF is a very understanding group of people who realize employees' needs and respect their employees' mature decisions. This has allowed everyone to work better together and apart, but always to an advantage. Even the interns are given flexibility within the work day and are treated with the same amount of respect as the employees.

One task that several people of different departments, such as media and PR, help with is the job of receptionist. Even though PCF has their own special receptionist each day, they assign her duty to someone else during the lunch hours. Being an intern, I shared that responsibility and learned to operate all ten telephone lines at once.

#### **January 10, 1991: Thursday**

Despite my inability to get to work due to a car breakdown, I was excused from work for the day and spent most of the time reviewing notes. Some extra time to evaluate my thoughts and define my work proved to be very valuable to my learning experience.

#### **January 11, 1991: Friday**

Since it was the beginning of the new year and a new month, invoices had to be verified and completed for past business. Much of my morning consisted of checking notary authorizations on each invoice and signing the copies to be used as co-op verifications. One distinguishing factor that I noticed was that when the agency uses radio, it tends to use several stations for the designated advertising period. For businesses wishing to advertise over a wide market, this approach is beneficial to them.

In the promotion department, I prepared labels for letters to be sent to all public service directors of the Indianapolis media market area. All of the information needed to complete these letters along with their envelopes

has already been installed into the computer system of the Pearson, Crahan & Fletcher Group. Because of the extremely large amount of files each individual and department obtains over the years, the agency felt it necessary to remove the paper files and replace them with computer programs and filing systems, and to enhance the use of these files, each program and mailing list has the ability to be entered in to the printers. This advanced use of computer systems allowed us to complete our task in about half the time it would have taken with paper files and a typewriter.

The computer system has also been improved in the art department. Because graphics are a significant part of their work, the MacSuper computers have been provided for them, and it has also increased the artists' enthusiasm about their work. Even though a lot of the artists' work is done on these computers, some of their work must be completed on slide film. Today, art director, Jeff Lovell, was busy completing computer work and other works to show to a client. However, he was rushed to receive developed slide film before the client showed for a meeting. Being an intern, I was sent to the photo developers to pick up his work and return as soon as possible. To everyone's relief, the film was delivered in time.

#### **January 14, 1991: Monday**

Pearson, Crahan & Fletcher's promotional department receives an article called Partyline. This article contains information vital in placing advertisements, because it takes different target markets and provides specific media where a particular demographic would be most marketable. One example of this article's use could best be shown when searching for appropriate media to advertise for a product or an idea aimed towards college-aged women. College Woman is a magazine designed for that specific group of people and is distributed in college newspapers, dorms, and student buildings. Advertising a product that is suited for the college female would be very beneficial in this magazine and is suggested in Partyline. This is only one example of the valuable aid this resource material can be. By using Partyline, the employees of this agency are able to cut time in searching for appropriate media for the products of each account.

Because I am an intern who is fast approaching graduation and the pursuit for a job, I conversed with Sandra Huge, the PR Director and Account Executive, to obtain some ideas of how to market myself. Since advertising is a difficult career to find a job during this recession, Sandi suggested that I do some networking at her promotional luncheon. One helpful and unique idea she also suggested was to have personal/business cards printed with my name, address, phone number, and major on them. These cards could be easily handed out at any meeting or to any media personnel I meet. The cards also would provide a way to become acquainted with many different people in many different business occupations. Being new to the field, I need every edge I can find over my competitors by getting my name known and my foot in their door.

### **January 15, 1991: Tuesday**

The day began slowly with a bagel run, which is when the intern goes to the bagel store to purchase a late morning snack for the staff. However, it quickly became cluttered with things to learn. I worked with Larry Fletcher and Rob Westerman on the new H.H. Gregg commercial which was being produced at Sanders & Company (a production company). Because H.H. Gregg's competitors, such as Fretter's, have been airing price competitive commercials against H.H. Gregg, H.H. Gregg decided it was time to verify the unethical, competitors' commercials by creating an anti-campaign.

The theme to H.H. Gregg's new advertising was that their competitors were not "shooting straight." The set showed a huge orange and yellow target in the background with Ken Beckley sitting in front of it. As he talks, arrows, which represent the competitors, are being shot all around him. His point is that even though his competitors are trying to shoot him down, they are using unethical and disrespectful advertising to do it. Beckley comments that if his competitors were "straight shooters," he might be worried, but since they just can't seem to hit their target, he confirms the honesty and respect that he still shows to his customers. The reason he comments that his competitors are using unethical advertising is because Fretter's, H.H. Gregg's biggest competitor, has been shopping H.H. Gregg's prices just so they can lower their prices below H.H. Gregg's prices for their sale. However, their advertising continues to say they have the lowest prices

around based on their past sales date. This is misleading to consumers, because Fretter's prices have been raised back to their original prices, which are higher than H.H. Gregg's now. The problem is that the consumers are not told this. To help consumers see the whole picture, television, radio, and newspaper ads are all being used to saturate the market and convince his audience that only he is being totally honest to his customers.

One of the problems that Sanders and Pearson, Crahan & Fletcher Group experienced during their shooting of the commercial was the next-day-deadline which cramped them for time. Another factor that they had to deal with was the special effects that had to be used when shooting the arrows. Obviously, the archers could not actually shoot their arrows at the target while Beckley was sitting there. So, they taped the arrows being shot into the target without Beckley, and then they used the "wipe" on the editing machines to insert Beckley into his seat. The finished product appeared as if Ken Beckley was in the exact same scene as the arrows. A final problem they experienced was the fact that each arrow had to be shot one at a time in order to get them in appropriate positioning on the target. Because this took a little longer to video tape, the tape had to be sped up to 50-52 frames per second.

The final product proved successful and extremely convincing. Despite the "hurry up and wait" atmosphere of the production house, the advertisements were completed on time, and I was able to experience my first commercial shoot.

**January 16, 1991: Wednesday**

**The Indiana Association of Event Professionals  
"Luncheon Report"**

On Wednesday, January 16, The Indiana Association of Event Professionals Luncheon was held at the Omni Severin Hotel in downtown Indianapolis. Guest speakers, such as Craig Hitchcock, city editor of the Indianapolis News, and Jim Scott, assignment editor for WISH-TV, met with members and guests of IAEP whose jobs dealt with the media. These speakers had

one main objective: To inform their audience how to improve their methods of sending information to the media.

Craig Hitchcock began his speech by discussing the media editors' problems with obtaining information from the community. Most of the information they receive often comes from a distance. In other words, the editors receive their information from second sources, such as phone-in's. They tend to stay behind their desks and "don't get out" to see what is happening in the community.

Mr. Hitchcock explained that the media editors have two major flaws:

1. Too much work...not enough time
2. Handling the trivial when the crucial should be handled first

Even though he admits that the editors have problems, he suggests that maybe those who send the information to them could be more informed of the appropriate way to send printed releases. For example, they should know the media and know who edits the different sections by using the Media Handbook. Another suggestion Hitchcock made was to ask yourself, "Is it news?" "Does it have the community impact, and does it involve someone of importance?" Also, "is it unique or different?" These are the things/concepts that people want to hear and read about most. If you could ask yourself these questions before you called the media or sent the release, it would save them time and trouble.

When sending releases to the media, especially the Indianapolis News, Hitchcock stresses to send only ONE release at a time. Do NOT send duplicates or multiples, because this will only irritate or distract the process. Furthermore, do not call to see if they have received the releases. If the addresses are correct and the information is right, they will get it, and if it is usable, it will be placed in the "future files" until that date. If they don't use it, then you could call them and ask why and what you could do to get the event covered next time. Finally, all releases must be typed.

Jim Scott of WISH was the second speaker, and he added to Hitchcock's words. However, he approached it from the video aspect of media. He began by saying, "People in media relations are on the front row of life,"



because TV news is a reflection of our lives that takes us to the front row of what's going on.

Mr. Scott informed the audience that news comes from two places: reporters and calls. He also informed everyone who determines what gets covered. There isn't just one individual who makes that decision. It's done from a conglomerate of people, such as the executive news producer, three producers from the daily news programs (a.m., noon, evening, and night), and the assignment editor. Once the information is approved, it is categorized into one of five groups (current events, news, sports, special interest, and entertainment.)

Because he has a lot of work to get done, he advised everyone how to send a successful release. First of all, get the attention early in the release with the first couple of sentences. If it takes too long to catch his interest, he'll throw it out. Second, make sure contact names and numbers are included, because if he decides he needs more information, he has to know who to contact. Third, make sure information is correct. Finally, keep in mind that TV doesn't do news conferences much any more because there's nothing to "see."

He ended his speech by saying that all releases should include a map, sufficient subject matter, two contact names, a couple days notice, and the day of the event. Jim Scott enjoys working with the people who are interested in the news, but he says he only has a limited amount of time and space on the air. Because of this limitation, you should "be thankful if your story gets any coverage."

Both speakers were very helpful to those who have considered sending releases, and IAEP was extremely organized and congenial in serving the lunches to their guests. The luncheon and presentation was a success, and I was very pleased with this event.

### **January 17, 1991: Thursday**

Today, we began our work schedules with an unplanned staff meeting to discuss the war that began last night at 7:00 p.m.. Ron Pearson led the meeting by saying that since our nation is in a recession while this war is

happening, we must strive harder to inform and convince businesses that they need to increase their sales and advertising to keep the economy flowing. By sitting around waiting for the war to end and not working to increase the flow of money, the recession could form into a depression. Advertising is a must for all businesses, especially when the economy is swaying towards the worst. Pearson, Crahan & Fletcher Group, Inc. is one of the few businesses that hasn't been hurt by the recession or the war. That's not to say they aren't concerned. The employees are working with positive attitudes and are striving to the best of a bad situation for others. One employee, Sandra Huge, ended the meeting with an example of the positive attitudes that many staff members display by saying that even though things are bad now, we have a lot to look forward to when the war is over because businesses will be trying desperately to make up for their losses. Therefore, we have a lot to look forward to!

I worked closely with Sandi Huge to arrange and prepare for a promotional breakfast she is having for media personnel in the Indianapolis area. The theme is based on "lemons," since we are all experiencing a "sour" point in this country. A lot of good things can come from lemons besides their sour taste! Everything in this event has some relationship to lemons, such as the lemon drop seating favors that I put together and the lemon shaped name tags which were also my own idea. There is nothing sour to this event. It's going to end in a positive note with positive people and positive attitudes for everyone.

### **January 18, 1991: Friday**

Even though my interests are in account services, public relations, and media buying, I was able to broaden my education by working with Rob Westerman, production director. He was interested in seeing a very popular and high tech production studio located in Indianapolis, and he was enthusiastic in asking me to attend a tour with him.

TRC Production Studio is a place where many famous singers, such as John Cougar Mellencamp and Henry Lee Summers, made their nationally rated records. All of the equipment in the studio was operated by a Macintosh computer. For example, the editing done on the audio board is completely done on the computer which can edit frames of music down to the nearest

tenth of a second. The quality of the music is enhanced by the computer, and the time it takes to make and edit music is cut in half due to this technology. All equipment is state of the art; therefore, many famous artists and singers reserve studios just to practice and record their latest songs. While we were there, TRC had their first anti-war artists rehearsing in one of their studios. Unfortunately, we were unable to hear him or visit that studio, because TRC respects the privacy of all of their performers.

I was always interested in the business side of advertising and had little interest in the production side. However, I am beginning to see how important it is to know something about both sides of advertising and media. Everyone must work together, and understanding each other can only help improve business for everyone.

### **January 21, 1991: Monday**

In a rush to finish preparing for the P.R. breakfast tomorrow, the employees of Pearson, Crahan & Fletcher Group scrambled to help the P.R. department with their work. This event is extremely important to the agency because it is time when clients, new and old alike, come together to discuss how advertising can help business during the recession. The event is also a chance for the account executives to try to gain new clients.

During a time when keeping and getting clients can make or break an advertising agency, it is very important for everyone to pull together. Even though I am only an intern, I was given great responsibility to prepare packets for each guest. I was also given the responsibility of registering and welcoming the guests as well as our employees who would be attending.

Everybody was busy with their own departments as well as P.R., and they too wanted me to help them. However, one important lesson I had learned was to prioritize my work. I couldn't possibly help everyone at once, and distributing myself out over several jobs could effect the quality of my work. Therefore, I had to tell many employees that I had other commitments at that time. This is one thing all business people must learn. Today, the P.R. department was priority number one. Tomorrow it may change, but for now, I had to work where I was needed most.

January 22, 1991: Tuesday

A Major Marketing Decision

P.R. Breakfast

-by Christy M. Brock

In an attempt to inform businesses and potential clients of the importance of public relations during a recession, Pearson, Crahan & Fletcher Group held a public relations breakfast on January 22, 1991. It is a time in history that is marked by a recession, and our economy is turning "sour." Therefore, the Pearson Group decided to play on the "sour lemon" theme which was utilized throughout the whole campaign. However, even though the theme was sour lemons (a sour economy), the main objective to this conference was to inform the guests how to make the best of their business during a recession by continuing to advertise.

Many invited guests did make an appearance at this breakfast and seemed to enjoy the presentation, as well as the refreshments. Even some unexpected, but gladly welcomed, visitors decided to join us.

Because of my responsibilities of welcoming and registering the guests at the breakfast, I unfortunately was not able to listen to all of the presentation. However, I was able to catch a few very important points made by Jim England, account executive. Many businesses are unaware of how important it is to advertise, especially when business is slow. Without advertising it can only get slower. Businesses are frightened of losing money during a recession, and one of the very first expenses that is cut is advertising. However, Mr. England informed everyone that there can be an extreme danger in cutting back your advertising. The danger is that it will be harder to make up for a loss later than it would be to try to keep business up now.

One of the main points Mr. England made about the recession is that it is a period which provides a greater chance for market gain. Budget cutters hurt their chances to improve their market share. In order to gain more, one must put forth more effort into his business and his work. He used one very good example of how Black & Decker continued to advertise full force during the recession of 1974-1975. By increasing their ad budget, they gained a 17% market share. Another example he used was of an oil

company who maintained its low gas prices even though the Iraq attack on Kuwait influenced other oil companies to increase their prices to their consumers. Those who increased prices lost revenue immediately; however, the one who sustained its low prices received more business and an increase of 1% in the oil industry.

Advertising is often misunderstood by businesses, especially when a recession strikes. Many think of advertising as an expense. However, when one researches the positive effects of advertising on consumers, it can only be noted as an investment for its ability to increase market share and consumer awareness. Hopefully, the Pearson, Crahan & Fletcher Group was able to increase awareness of the vital role advertising and public relations plays on our economy and the success of our businesses.

#### **January 24, 1991: Thursday**

Hosting a promotional event or any special occasion is not a task that ends when the party is over. "A Major Marketing Decision" breakfast included several people who represented clients of Pearson, Crahan & Fletcher Group, as well as salespeople of all the Indianapolis media. Even though the guest speakers and the breakfast went well, Sandi Huge, Marianne Allison, and I continued to work on the promotional event by following up with thank you letters to those who attended. I also worked on forming a list of those who didn't attend in order to send them sorry-you-missed-the-breakfast letters. Everyone who knew about the event had to be recognized after it was over to show our appreciation. By following up on the event it helps us to maintain exceptional relationships with those in our market area.

The P.R. department hasn't been the only department I have fortunate to work with this week. Today, I did research at the Indianapolis Central Library for account executive, Libby Troeger. Since the Pearson Group has a lot of accounts that deal with charity organizations or community improvement groups, Libby needed research on all the women's organizations in Indianapolis to prepare for a new presentation. These presentations that the account executives do require thorough research in order to cover every perspective of the account. As of now, I am unsure of

the exact purpose of the research; however, it should allow Libby to add to her presentation to her client.

Setting one's priorities are mandatory in the advertising industry. Today, I was faced with several assignments from seven different people. However, I knew that I wouldn't be able to divide myself among that many different tasks. Even though some employees weren't happy that their requests were not as important as someone else's, I had to work according to the priority of the work. For example, the art department needed me to deliver some film to photo shop. Nevertheless, the research that the account department requested was a higher priority because they needed it for their presentation that day. Many times I feel myself being pulled several different directions which causes much undue stress. However, in order to work effectively and efficiently, I have learned to set priorities according to the importance of the work at that particular time.

#### **January 25, 1991: Friday**

After all previous priorities of yesterday have been finished, I began working on the work requested of me by the other departments. Envelopes had to be typed, film had to be picked up, and then I was able to learn more about the media buying department.

A lot of co-op is done with the clients of Pearson, Crahan & Fletcher. WRTV does co-op with its programs, such as Oprah and The WRTV 6:00 News. Even though WRTV is a television station, it advertises its programs on the radio stations in the Indianapolis area. It might be confusing to see why a television station would advertise on a different and competitive media, but by advertising on the radio, WRTV may reach an even greater audience than it would if it stayed within its own media. An example of the co-op that WRTV receives can be understood when examining the news. Each time WRTV in Indianapolis advertises for its national ABC news program, ABC pays for a portion of WRTV's expenses for that advertising budget. The reason for this is because the commercials benefit both WRTV and ABC as a network. Co-op could become hectic with all of the paper work that is involved, so the Pearson Group has invested in a Lotus computer system which allows the agency to buy and record their advertising investments. Because of this improvement in technology, no

paper work is needed, and the computer system can connect and be utilized by all agencies and stations in the area.

**January 28, 1991: Monday**

Executive Summary  
Mad As In Madison Avenue  
(Advertising Age-- January)

The advertising business has become similar to an elephant in that it has become "ponderous, flabby, and easily disregarded." As money becomes tight, layoffs in the ad industry continue to grow everywhere. Even the large ad agencies are finding themselves scraping for every account they can get and are even accepting accounts that were once too small for their standards. The 15% compensation is under attack also by clients and media billers and is slowly fading in some market areas. Eleven to 13% is seen often, and 9% to 11% is likely in the near future.

Business shares have dropped tremendously in the last few weeks. Even though big agencies, such as WPP Group PLC, predicted major losses in pretax profit, no agency was totally prepared for their large share "drops." Two examples are Foote, Cone & Belding's loss of 33% and Saatchi & Saatchi's decreased share price of 84%.

Not only has the industry been hurt by the economic slowdown, but they have crippled themselves by "...a feckless buyout binge fueled by massive borrowing, revealed now by the ebbing economic tide."

Surviving beatings that would cause other agencies to soon crumble, Madison Avenue continues a strong struggle to stay on top. Because of the turmoil, newcomers are finding openings. Those agencies who can survive the fight will not only survive, but will prosper significantly. This is an opportunity for smaller agencies, who were shut-out by the giant agencies, to make a come back and grow to new heights where others have fallen.

One problem the ad industry faces is its continuance to "give away ideas" in hopes of gaining a client. Agencies are so intent on grabbing every last account that they will spend \$25,000 just so it might get a \$10 million

account. If luck holds out, one agency could profit, but for those who lose the bid, they must swallow a heck of a lot of money for no gain. Furthermore, the account is the one with the most benefit as he runs away with the ingenious, free ideas of the other agencies.

Some larger agencies are becoming out of touch with the clients themselves. Instead, they focus mainly on money. As the fight to make more money than the next agency continues, the advertising itself remains the same. Salaries at big agencies are extremely high; however, with the increase in layoffs, some ad people who made \$200,000 before must now be satisfied with making \$25,000 for the same job at a smaller agency. Now that the slowed economy is taking hold of business, ad people must strive harder than ever to convince businesses that "advertising is an investment, it's not just a cost of doing business."

New media keeps inching its way into the market, and one example is a joint venture of IBM and Sears Roebuck called the Prodigy. Prodigy is an on-line computer service which delivers 700,000 consumers to advertisers and targets specific audiences. The result is teaser ads that vary from each screen depending on who's logged on. Better yet, clients aren't billed unless the users seek more information.

Taxing services, including advertising, is a worry most agencies will be facing during the 'Nineties.' In the past such tax laws have been passed and quickly revoked as millions protested the idea. However, it's an idea that hasn't been put to rest and may awaken soon.

Who will survive this troubled and turmoiled time? "Anyone who is undercapitalized is in deep peril, and that's mostly the smaller agencies." Even creative mid-sized agencies can't outrun these problems. However, these times could prove profitable as "once solid" accounts move around to other agencies. For some, it could provide tremendous opportunity. As Ed McCabe says, "I think this is a great time for start-ups...because the old way of doing things won't work."

**January 29, 1991: Tuesday**

In the past, The Pearson Group has aided Penrod in their advertising and promotion of their annual Penrod Arts Fair. Each year, funds are raised at



the annual Penrod Art Fair which is held the first Saturday after Labor Day on the Indianapolis Museum of Art grounds. The center of attention is an al fresco presentation of art and crafts, along with drama, music and a diverse cuisine ranging from cotton candy to meat-on-a-stick.

During the 1991 Fair, Penrod will be celebrating their 25th anniversary and wants it to be the "City's nicest day," which is the slogan they have been using. This year, forty-four local arts organizations received an aggregate \$55,800 in grants, and thirty-five of these organizations are repeat recipients.

At our meeting with Mark DeFabis and Pat Early of Penrod, we discussed some ideas to help Penrod increase their attendance. The first idea discussed was how to improve the communities awareness of the Penrod Society and the Penrod Art Fair. By advertising the organizations that the Penrod Society has helped with its funds, people may further their understanding of what Penrod is about. Penrod's funds have helped the Indianapolis Symphony Tour Bus and the Indianapolis Museum of Art Memberships. A second idea mentioned by Ron Pearson was to ask Tom Cochrun if WTHR could tell the Penrod stories on the news by relating them to the public during the month prior to the Fair. Other ideas were to gain organizational support through newsletter's and collateral materials, direct mail, newspaper ads, billboards, prize giveaways, entertainment, and sponsorship packages.

In the next month, Ron Pearson, Sandi Huge, Stephen Preusse and Dick Parker will be working on the new Penrod campaign in hopes to finish some of the previous mentioned ideas. Mr. DeFabis and Pat Early appeared to approve of our ideas. However, the clients' approval of the *finished* product is what the Pearson Group is searching for, and before they can get that, a lot of thought and hard work must be done. The next meeting will be February 28 when the agency will present the layouts.

**February 1, 1991: Friday**

P.R. Meeting With WTLC

The first topic discussed was the importance of having plenty of advanced

warning about new ideas for the station. Gene Slaymaker does not approve of anything that is thrown at him at the last minute. With this in mind, Sandi Hoge and I met with Amos Brown of WTLC, a black marketed radio station, to discuss some P.R. events that he may be interested in promoting.

Amos took over the meeting by giving Sandi some rules and standards by which WTLC operates its station, such as:

- 1) Top management makes decisions for public service.
- 2) The only partnership ads that WTLC runs are those of Drug Free America.
- 3) Their public service ads are divided into two categories:
  - A. Minority organizations and institutes
  - B. Majority organizations and institutes
- 4) WTLC is more than happy to work only with those who support and extend a hand to the black consumer and the black community.
- 5) WTLC has some "Crunches" during the year when big events are happening, such as the Black Expo, Circle City Classic, the 10 days before a primary and general election (This year there will be a second primary election for counsel), Black History Month (Feb.), United Negro College Fund Program, and WTLC's "Yes, We Can" Christmas Program.

\* P.R. could benefit with cross promotional ideas that could benefit not only clients, but everyone else as well.

Some P.R. events Amos showed interest in are:

Air Pollution Control - WTLC would like to have cars displayed, interviews conducted, and have it combined with WTLC's clients, such as McQuik's.

Penrod - Amos assumed Penrod was so big he didn't think they

needed to help. One of his biggest worries was that another station would already be sponsoring Penrod, and he didn't want to interfere with another person's territory. A few other problems he mentioned were the inability to have a vehicle on the grounds to do live remotes and the lack of phones in the area.

Red Ribbon - since they haven't kept in contact with them in the past, he was a little apprehensive about doing anything with them now. However, since it was for a good cause, he would like to tie it in with the Governor's Task Force if the deal could be cut definitely and early.

National Medical Association - meets at the end of July, and WTLC will be doing spots sponsoring the major black convention. This will help honor the black doctors and could be tied in with IHI and St. Vincent. (The week following the National Medical Association Convention will be National Bar Association Week-- Black Lawyers).

### **February 4, 1991: Monday**

In an attempt to broaden the base of accounts, Dick Parker of the Pearson Group compiled a list of potential clients and gave them to me to enter into the computer files. In each of these files, I had to include various kinds of information, such as the name of the company, the contact name (person in charge of advertising or marketing), the products or services provided by the business, and advertising agencies in use by the business, and the amount of money in the business' advertising budget. Most of these companies are large scale businesses who not only advertise and market themselves in Indiana, but also in other states and territories. Furthermore, many of them were already clients of large advertising firms, such as J. Walter Thompson in New York.

In order to be chosen as a potential client, Dick chose businesses based on six criteria:

- 1) The business must be large enough to aid in broadening Pearson's base of accounts.
- 2) The business must extend its market outside of Indiana.
- 3) The business must have a large advertising budget or the ability to advertise heavily.
- 4) The business should have a marketing/ advertising department.
- 5) The business should have advertising done with agencies outside of themselves.
- 6) The business should have products whose advertising schemes may tie in with the way Pearson advertises and promotes their current clients. For example, the creative ideas can be produced similarly, yet still remain unique in and among themselves.

The list of potential clients that we created is extensive. However, by broadening the horizons of this agency, we may be able to introduce ourselves into larger market areas and corporations. Pearson, Crahan & Fletcher Group, Inc. may prove to be successful at acquiring new, larger clients and accounts, but before this can be done, extensive and detailed research must still be completed.

**February 5, 1991: Tuesday**

Even though the Pearson Group already has one intern, they've chosen to have another person do his internship here at the same time. The reason this second intern was decided upon is because of his experience in the Argentina branch of J. Walter Thompson, which is a very prestigious and large advertising agency based in New York. It is an opportunity in which both parties can benefit. Not only would the intern benefit from working at a smaller scale agency, but PCF could also benefit from the business

presentations, sample commercial videos, and the insights the intern can bring to us from another country and from a larger agency.

Max Lorenzo is a college student in Argentina and also the son of the president of the J. Walter Thompson branch in Ecuador. Because of his connections in the advertising world, Max started working at J. Walter Thompson in Argentina -- another branch of the international agency. Eager to learn more about the American advertising business and to expand his understanding of the English language, Max decided to intern at Pearson, Crahan & Fletcher Group, Inc.

Being an American, I find myself communicating with the English language rather easily. However, I became aware of the confusion our language can have to foreigners when I tried to explain some American "slang" terms to Max. In everyday conversation we talk to each other and never have a second thought about what those words/ terms mean. We simply acknowledge them as part of our language. As Max tries to become more fluent in the English language, I find it even more difficult to explain business terms to him. Max is a very bright individual and is quickly catching on to the American business world, and I am learning from him also. I am beginning to understand his way of thinking as a foreigner, and it is teaching me how to work and explain my actions and my work to those who do not work closely around me.

**February 6, 1991: Wednesday**

Once again I worked with Max to translate his J. Walter Thompson presentation from Spanish to English. Not knowing any Spanish myself, I tried to listen to how Max would translate the meanings of the sentences, and then I would begin to put them into proper English format. Many times, we would run into difficulty with the translation of words and terms, and what may sound like a good translation to Max didn't always sound pleasing to my American ear. With much patience we struggled through each and every sentence of the presentation until the day ended.

In a world that is continuing to get smaller and smaller with the improvement of technology and travel, I am beginning to see the importance of knowing different languages. This would allow people to

communicate outside of their own country or territory. Max already has a headstart on his connections between the English and the Spanish. However, in the future I can see a definite need to know several languages at once, especially in the business world. A market is only as large or as small as you make it. In order to expand and grow, people must expand their knowledge and understanding of each other's lives, cultures, and languages.

### **February 7, 1991: Thursday**

This morning, Marianne Allison, Patti Lutz, and myself had a meeting with HealthNet, one of PCF's clients. HealthNet is a health center in Indianapolis that is trying to emerge into the health care business world. The reason for the meeting was to discuss the brochure that we are creating for them that will promote their "neighbor who cares" concept to the community. Being fairly new to the business, HealthNet wanted to create its own identity of being the friendly neighbor who is always there to help, as opposed to the hustle and hurried ways of a large hospital or clinic.

The brochure that the Pearson Group is putting together is almost complete. Therefore, the artists and promotion assistant wanted to meet and confirm the print and art with the client before the final printing process begins. One of the first issues discussed was how wonderful the quality of the picture proofs were that had been copied by PCF's new computer system. The images were almost identical to the originals, and the client was extremely impressed.

The next issue was how to negotiate the HealthNet name that was printed on the front of the brochure. Our artists wanted to use "HealthNet" itself as opposed to "HealthNet Centers" in order for it to look more appropriate cosmetically. However, the client explained that many people tend to assume that HealthNet is an insurance agency when it is printed without the "Centers" title. In order to prevent confusion, HealthNet added the "Centers" name because it is a title not use by insurance groups. Understanding the clients' reasoning, the artist agreed on the longer name.

A final issue discussed was the layout of the brochure. Even though the client had already agreed and signed to the approval of the final keyline,

they wanted to make last minute changes...some of which were major changes. This posed a problem for the artists who were struggling to meet the deadline already. To add to the problem, the artists needed the original print of the HealthNet logo in order for the computer scanner to copy it. All of these things had to be done in order to make a final print, and as the deadline approaches, everyone will be rushed to complete the account's project.

### **February 11, 1991: Monday**

At the beginning of each month, the agency has to review all of their invoices from the spots that ran during the previous month. Most of the time, these invoices are for co-op purposes only. Since H.H. Gregg is PCF's biggest client and a business that advertises many brands which have co-op, the pile of invoices is rather large. I spent most of my time checking and reviewing all the information on the invoices to make sure they are accurate.

### **February 12, 1991: Tuesday**

Jim England, an account executive at PCF, is beginning to create a new campaign for one of his clients. In order to do so, he needed to obtain some research to form a basis for his theme "A Mid Summer's Night Dream." Every year the Builders' Association holds an event to help promote the homes and businesses they support. This time, they have chosen "A Mid Summer's Night Dream" as the theme and needed to know what kind of music is played during that theater production. Other information also had to be collected, such as the style of clothing, the culture of the people, the era in which it took place, and other prominent events that occurred during that period.

### **February 13, 1991: Wednesday**

Pearson, Crahan & Fletcher are donating their services to Indianapolis' North Central High School in order to create and produce a promotional piece that could be used to "market" NCHS to the township middle schools. As graduates of NCHS, Dick Parker and Ron Pearson wanted to help out

their old high school to show their appreciation for all the education they received when they were there. Being an intern, I was included in the project so I could learn the actual process of creating such a piece.

The main objective for the piece would be to encourage middle school parents and students to take a serious look at the many options North Central might offer them. However, the brochure would also be available to NCHS staff and administration for grant and award applications. Another application might be to use it throughout the northside community with realtors and businesses to promote the high school.

At this meeting with some of the faculty of NCHS, we decided to make the theme "Learning for Life." The reason this was chosen was because we wanted to stress that learning may begin in the schools, but it doesn't stop when you leave. Learning continues throughout your life, and forming a strong basis during your schooling years can only aid in your success at learning more in the future. Throughout the brochure, "learning" will be stressed.

Within the brochure there would be a "question & answer" section in which pertinent and even sensitive questions may be addressed. In order to come up with these questions, Dick Parker suggested that several focus groups be formed. This would allow more *realistic* questions to be asked and suggested for the piece. Along with the question/ answer section would be a "superstar" section which would highlight some of the school's more famous graduates with comments from them regarding the impact NCHS had on their lives. Actual photographs of students, faculty, and parents would be taken as opposed to using graphics. A sense of realism needs to be created through the use of facial expressions and dialogue which would be inserted below each picture.

**February 14, 1991: Thursday**

Happy Valentines Day! I began my day with my very first interview for a job. It was with Events Unlimited. After learning about their business, I was offered a job and was given a few weeks to make a decision. Even though I was very impressed with the business and the people there, I



have chosen to do more interviews with several other advertising businesses in order to give me a wider selection of the jobs that may be available to me at this time.

**February 15, 1991: Friday**

Looking for a job has become a very difficult task for me at this time. While I am doing my internship, I have been searching for the best way to make the most connections, and last week, I sent out resumes along with my business cards. By working with several well-known individuals here at Pearson, I have found that my best way to get my foot in the door is through them. One of the places I sent my resume to is Walker Research which also happens to be one of Pearson's clients. With the encouragement of Jim Crahan, I may be able to obtain an interview which may hopefully lead to a job. I have learned not to overlook any connections I may have, including those friends I've made at Pearson, Crahan & Fletcher Group. Those closest to you usually are the ones who will help you the most, and I have found that the friends here are trying to help me any way they can. Until I do get a job, I will just keep smiling at everyone I meet, and sooner or later, something good will happen that will influence my whole career.

**February 18, 1991: Monday**

Stephen Preusse, an account executive at Pearson and a former Pearson intern, is looking for any way possible to improve the internship program at this agency. Any improvement will not only benefit the intern, but also the agency as each learns from the other. Having been an intern here, Stephen knows how the program and the agency works. Furthermore, he is aware of the positive, as well as the negative, aspects of the internship program. Nevertheless, he is aware that as each person experiences an internship at Pearson, he or she has a unique experience. Therefore, he wants to gather as much information from as many different individuals who have all been interns at PCF.

To begin his search for improvement, Stephen assigned me the task of creating a questionnaire in which we will send to past interns. Even

though I have only been an intern here for two months, I believe I am quite qualified to write efficient and effective questions, because of the methods I learned in my Social Responsibilities class. In this class I was taught what kind of questions should be used and the order or sequence in which they should be asked.

After much thought, I decided to divide the questionnaire into sections which would make it easier for the individuals to answer. Three sections seemed appropriate: "College Experience," "Current Information," "Internship Experience at PCF." Each of these sections allows us to gather enough pertinent information to aid in the improvement of the PCF internship program. The questions are created in a positive tone, even though the individual's reply can be positive or negative. The last question on the questionnaire asks for the individual to rate the internship program on a scale of 1 (poor) to 4 (excellent). Through the knowledge and experience of others, PCF can only hope to improve and benefit itself and others alike.

**February 19, 1990: Tuesday**

In a previous journal entry I mentioned a brochure/ flyer that PCF was asked to create by Rick Shadiow, baseball coach at North Central High School. Unfortunately, Mr. Shadiow was in a hurry to get these brochures finished, so he had the school's art department create and print them. I received a call from Mr. Shadiow today in which he expressed his interest to still have PCF create a different brochure and his letterhead, and he brought by the brochure the school created. Their brochure contained all the relevant information needed to obtain sponsors for the baseball programs; however, I did notice a grammar mistake on it! I hope their brochure still proves successful.

After meeting with Mr. Shadiow, I was needed to help with the P.R. department which has almost become my second home! PCF is in the process of running a confidential campaign for the Indianapolis Star, Channel 6, and PCF. The only people that know the full details or purpose of the campaign are the department heads and the three partners. Even though I am frequently asked to gather random information for them, I

have no idea what is going on! Some of the research I was asked to do is to gather all FAX numbers and all of the names of the presidents of the advertising agencies in the Indianapolis area. This campaign which began during the Super Bowl has run two of its Ultimate TV commercials and will be wrapping up and revealing its purpose soon.

Towards the end of the day, I received a call from one of the agencies that I sent my resume to. Unfortunately, they have no openings, but they said they would keep my resume on file in case a position opened. This is the story I have heard from several places that I applied to. The reason is due to the lagging economy which has caused the ad business to tumble.

Hopefully by the time I graduate in May, business will pick up and employment will look more promising to those entering the advertising field.

#### **February 20, 1991: Wednesday**

Today, I worked diligently with the media department in preparing Competitives for a media kit presentation. Competitives are a collection of the past expenses for advertising of a particular item. For this kit we needed to know how much was spent on advertising for American car dealerships. Each TV and radio station sent us this information for the past year, and I was in charge of recording it and preparing it for computer entry. The reason this information is used is to show potential clients that by using advertising they can put their name in front of more consumers, like the other car dealerships do. It all becomes part of the sale/ media proposal and hopefully an asset in obtaining a new client.

Of course my day as an intern also contained the tedious duties of typing addresses on envelopes, running errands around town, and doing the occasional "bagel run." Even though these things don't always appeal to me and cause me to feel as though I should be doing something more important, it has helped me to know the PCF employees better and the Indianapolis area more thoroughly. Nevertheless, I will admit that I dislike doing the "go-for" work when I know I could be using the skills I learned in my classes and applying myself to the agency work more.

**February 21, 1991: Thursday**

My entire day was filled with completing the competitive reports that were assigned to me by the media department. I am beginning to understand how easy it is for the media people to know the names of all stations and businesses in an entire market because of all the research they spend time doing. Unfortunately, I was unable to complete these competitiveness today, because WKLR didn't send us their records for last year's expenditures of advertising by car dealerships in the Indianapolis area.

**February 22, 1991: Friday**

The day began with a continuance of preparing the competitive reports. However, I was interrupted by Stephen Preusse. He asked if I would like to attend a meeting with him and one of his clients, AAU. During this meeting we discussed a few changes that the client would like done to the handout we had created and printed for them. The first and foremost topic was to devise a way to make the handout smaller so the cost of postage would decrease from 39 cents to 29 cents. This amount may seem trivial if one was sending out only a few handouts through the mail, but AAU plans to send out around 100,000 handouts which adds up quickly. Expenses are a large concern to all of our clients due to the recession, and agencies like ourselves must try to please the clients wishes in order to maintain his account.

Further into the day, Cindy Arnold, a media buyer, began teaching me the new techniques of buying commercials on the computer. H.H. Gregg needed commercials bought in the Nashville market area, so Cindy took media research reports and proposals which were done by Cynthia England, Media Director, and began entering the buys into the computer. The process is fairly easy; however, it requires the media buyer to be precise in entering the correct numbers into the system. One mistake in the cost of the spot or the CPP, and the whole buy could be a failure. Even the simplest of jobs are as important as the most complex.

**February 25, 1991: Monday**

In order to send out a media flyer, several people at PCF, including myself, got together to gather contact names and addresses from radio and television stations in the large Ohio, Pennsylvania, and West Virginia markets. Most of the day was filled with calling these stations and obtaining this information. It was interesting to talk to people in other markets in the United States because of the way they approach the call. Those in West Virginia were more cordial to me and didn't ask any questions when I asked for the information. However, people in large cities in Ohio, such as Cleveland, were less friendly and were leery to give out any information at all, including the name of the station!

**February 26, 1991: Tuesday**

This morning, Sandi Huge, Marianne Allison, and I met with Bob Perkins who is a PR Representative for the Polish National Alliance. The Polish National Alliance is an insurance brotherhood which is operated similar to the way the first insurance businesses were run. For example, in order to be a member of PNA, one must first be a first or second generation Pole and have bought an insurance plan from PNA. However, in order to buy an insurance plan, one must be a member of the PNA Brotherhood. This is how the insurance alliances operated back when the Brotherhood of Woodsmen began. You had to belong in order to be a member and be insured and vice versa. The PNA is operated by the "old ways" and by the older Polish generation.

Because they are a non-profit organization, which provides its members with scholarships, lodges, and several other benefits, its position in the industry is weak. In fact, as the "Old World" generation grows older and fades, so does the PNA, because many of the executives refuse to change their ways. The industry is passing them by with time. Their target market is 60-65 year olds who are mostly females. To further their difficulty in improving their business, their salesmen have not learned the appropriate, up-to-date selling techniques. Their methods used to be acceptable, and because this organization is based on tradition, they still believe that the old ways are the best. The problem arises when they

need to draw in more younger people who seem to be pulling away from the "Old World" Polish ways. The PNA needs to be more competitive.

Mr. Perkins told us to remember some important points when presenting anything to the executives. In order to be successful with them and to keep them from shoving you out the door, you must be precise and to the point immediately. The president of the organization does not tolerate slick or flashy presentations or talk. He expects you to fully understand the organization and try to build trust with him. These of course are standards which have always been valued in the past. The presentation is judged on its speed, delivery, the ability to know the key players in that organization. Mr. Perkins could not stress enough how important it was to know the PNA and insurance business from top to bottom.

We also discussed some needs that PNA has. For example, they have no problem providing funds in which to use for advertising or P.R. Their problem is knowing where to spend that money. Even though Mr. Perkins said they are rather tight with their money, they are happy to listen to any ideas that can greatly benefit their organization. Another problem PNA is faced with is their image problem within their own marketplace. Polish people, especially the younger ones, are trying to move away from the old traditions and on to more modern ways. They sometimes view PNA as not having modern benefits for them. However, this couldn't be further from the truth, because the PNA offers over two hundred scholarships of about five hundred dollars worth in value each. With the cost of college, this is definitely a benefit people of today can use.

We believe that PNA should take full advantage of its natural market which are Polish people who are still migrating to the United States each day. Their market is there and waiting, but their techniques are not meeting the demands of today's competitive world. With the help and insight of Mr. Perkins, Pearson, Crahan & Fletcher Group may be able to acquire this account and improve their business. One point Mr. Perkins stressed was that if we do get this account and it proves successful, the people at PNA will probably stay with us infinitely because they are a very loyal group of people. This is definitely visible in the way they have strived to keep their old ways and traditions. It will be interesting to see what happens in the next few months. We will be meeting again in April.

**February 27, 1991: Wednesday**

The days have gotten to be very long lately. Business seems to be slow, even though PCF has kept on top of their accounts. As an intern, my responsibilities at work consist of running errands, answering phones, and usually "go-foring" for various reasons. Every once in a while, I am given a task that requires a great deal of thought, such as working on the North Central High School account, but usually my work is not very brain stimulating. Sometimes, I sit and wonder why I should do an internship when they don't even require me to use any of my skills that I gained in school! I guess it is all a part of starting at the bottom. I find it frustrating most of the time, because I enjoy a challenge. Hopefully, I will find a job that allows me to use my knowledge of advertising and telecommunications, as well as my experience as an intern. Even though I am disappointed with not being able to apply myself now, I will continue to search for new learning experiences and applications.

**February 28, 1991: Thursday**

Looking for a job while doing my internship has become a difficult task. I have applied, or at least sent my resumes, to almost all of the advertising agencies in the Indianapolis area. Unfortunately, I haven't received any positive replies from any of them with the exception of Events Unlimited. (As I mentioned earlier in my journal, they offered me a job that would pay only commission.) I continued to send out more resumes, but nothing positive has resulted from that either. Even though the advertising agencies are not hiring, I am continuing my search by researching and applying to businesses that may have a marketing position open. My contacts at work are trying to help me by keeping their ears open to positions that may be opening. I view this search as experience towards my sales or marketing career.

**March 1, 1991: Friday**

This day was extremely slow for me, and it seemed like no matter how hard I looked for someone to give me something to do I ended up sitting around doing nothing. A lot of PCF employees were either on vacation, on location for a shoot, or out with clients. Even Max, the other intern/

exchange employee, was busy with assignments. This made me upset, because even though I realize he has worked in the advertising field, I feel that I should be given a chance to prove myself, also. The only work I was given was to relieve the receptionist every half hour to go to the restroom! This whole week was frustrating to me, because I was not given any brain stimulating work at all. Tomorrow, I will be leaving for my spring break in Chicago. I plan to research the advertising market there and possibly meet some new contacts.

### **March 4, 1991: Monday**

Even though this is my spring break, I had a wonderful experience meeting someone who is working with the advertising agencies in the Chicago area. While my boyfriend and I went out to eat at Beni Hana of Tokyo, we were seated with a group of individuals who were busy discussing some accounts they had serviced that day. Hoping they may be in the advertising field, I listened to their conversation and found out that one of the men at the table worked at Black Dot Graphics in Chicago as an account executive. His name was Craig Burnelli, and one of his biggest clients is Leo Burnett. Obviously, Mr. Burnett's name rung a bell in my mind because his advertising agency is one of the biggest in the world!

Mr. Burnelli and I discussed his experience with the agencies in the Chicago area, and he gave me some helpful hints as to where and how to apply for a job. I was extremely impressed and asked him if we could exchange business cards. Even vacation kept me in touch with my work, and I was able to make one new contact in one of the major advertising cities. This week, I will send Mr. Burnelli a letter, so we can keep in touch. This will also help him remember my name and the fact that I am definitely interested in a career in advertising or sales.

### **March 11, 1991: Monday**

After a relaxing break in Chicago, I worked extremely hard today trying to catch up with the work I had piled on my desk. More invoices had to be reviewed and checked, and I had to make some client calls to keep in



contact with my new business. The importance of keeping in touch with all of my accounts has become more evident each day.

Rick Shadiow of the North Central Baseball team was my first priority, because of the urgency of getting a baseball brochure created before the season begins. This brochure is actually a flyer that will be distributed at each baseball game and will contain interviews and photographs of each varsity player, as well as a score card, North Central baseball history, coaches' interviews, and advertising of sponsorship businesses. My first job will be to schedule a time to photograph each player and make a list of interview questions. Tomorrow, I will be able to get a little more insight about what Rick wants the flyer to contain.

The majority of my day was filled filing packets of art ads for PCF clients. All art done for a client is put in a file folder and stored under a job number and file number. This allows the art directors and account executives to recall any advertising done for every client. Being able to recall ads can be very beneficial, especially if a client wants an ad repeated that was originally run in previous years. It can also help the clients, accounts executives, and art directors evaluate past advertising and create improvements on the next campaigns.

### **March 12, 1991: Tuesday**

The North Central High School baseball team begins their season today, and Rick Shadiow, the baseball coach, is eager to get the new letterhead, business sponsorship flyer, and program designed for their '91 season. Ron Pearson, Dick Parker, Rick Shadiow and I met to discuss the final decisions about the information and photos that will be contained in the program. The varsity photos and interviews that have to be taken will be done next Wednesday.

We ran into a problem when Rick decided he wanted the program to also be used for the summer league program. Obviously, the information and teams would be different, so Dick decided to put all photos and information, which pertained only to the NCHS spring team, in the middle of the program as an insert. This insert would then be removed and

replaced with rosters and a score card for the summer. Fortunately, Rick Shadiow approved of the idea.

**March 13, 1991: Wednesday**

Since the art department at Pearson, Crahan & Fletcher obtained new computer and printing machines, the art directors have been receiving training sessions from MacSuper computer systems analysts. Because PCF's printing potential and the quantity of printing will greatly increase, Dick decided that account executives and all PCF staff, alike, should learn his new estimating system that will be taken for estimating print projects that go through the agency. Of course, there may be times when someone is not available for consultation or a particular job comes through in such an emergency that this procedure must be circumvented. However, this process must always be followed in order to capture all billable time and costs and to provide better information and scheduling for creating and producing their work.

The process of the estimating system is as follows:

1. Job is opened.
2. Production Manager is given all possible input and information about the project.
3. Assistant Art Director will coordinate assembly of costs in estimate with Art Directors, Visualvoice graphics production, outside vendors, etc.
4. A copy of the estimate is then given to Art Directors, Account Executives, and Visualvoice (if not already estimated by Visualvoice).
5. Estimate is reviewed by Account Executives, and revisions, if necessary, are called to the attention of appropriate staff members. Changes are made on the final estimate form.
6. Production Manager provides graphics production specifications (screen size, emulsion side, film or reprint paper, etc.) to Art Directors and Visualvoice.
7. As the project moves into Visualvoice graphics production, a rough voice is generated from the Visualvoice original estimate or PCF original estimate and sent to PCF billing where final Visualvoice invoice is attached to the trial PCF invoice. This will be reviewed by AE's.
8. Final approved invoice is sent to clients.

### **March 14, 1991: Thursday**

I consider today to be a catch up day on all previous projects and accounts. My first task was to contact Midwest Softball and inform them that the billboard they have donated to Big Brothers (a PCF account) has been completely designed and is ready to be painted. The billboard is a simple design that may help to encourage those attending the softball games to join Big Brothers. This donation may prove to be a positive marketing device.

Other tasks that I was involved in today were contacting Rick Shadiow to reschedule another meeting for the NCHS baseball program and completing invoice proofing for the billing department. I also had to type an executive summary of our meeting with Rick Shadiow on Tuesday for Ron. There were a few other small jobs I was responsible for, but the day was mainly comprised of several miscellaneous tasks that were related to past events.

### **March 15, 1991: Friday**

The North Central Marketing Committee of which I belong is in the on-going process of searching for funding for the North Central High School brochure, which I mentioned earlier. Everything has been approved, and the layout has been proofed. One way the Committee plans on getting funding is to ask local businesses, that may benefit from increased residency in the Keystone area, to aid in the cost of the brochure. This strategic marketing plan would include presenting the idea to businesses, such as realtors and construction companies. Even though the promotion of NCHS may benefit the school itself, it definitely has an impact on the rest of the community as well.

Another account on which I am working is the North Central baseball program, flyer and letterhead. Layout and keyline are both finished, as well as the concept. After a meeting with Rick Shadiow, the flyer and letterhead were approved and are on their way to be printed for the team. Because this is a non-chargeable account, PCF must take into consideration the priorities of the chargeable accounts and work on these payable jobs first. Therefore, the completion of the baseball program is taking more time than first estimated. However, PCF is not the only barrier which is

slowing the completion of the program, because the icy and cloudy weather has also kept the team indoors and unable to pose as action shots for the program. Nevertheless, PCF has made a final date for the program which will fortunately provide the NCHS baseball team with an extremely impressive program for their first DoubleHeader on April 6, 1991.

### **March 18, 1991: Monday**

Since this is the fourteenth year that Pearson, Crahan & Fletcher Group, Inc. has existed, they have decided to have an anniversary party and base it on the theme of one of their client's advertising campaigns. Waffle House is advertising the the theme "Hunkerdown at Waffle House" and are playing around downhome cookin' with great fixin's, such as Pecos Stew. This is the theme PCF wants to use, and as a party favor, they are giving each person a can of "Pecos Stew," which is actually fictional.

"Pecos Stew" has been a so-called inside joke at the agency, and they found it appropriate to devise a way to create their own stew. As an intern, I was told to purchase 150 cans of Hormel Chili with Beans. Obviously, this was PCF's way of making their Pecos Stew. The art department created labels for each can, and I tore off the Hormel labels and replaced them with the Pecos Stew labels. Once they were finished, they looked as if they had just come off the store shelf.

Even though I spent a lot of time putting the cans together, I did spend a significant amount of time working on the NCHS baseball account. Flyers and letterheads had to be ordered, and the layouts had to be sent to the printers. Susan Kaiser had a contact at a printing business and was able to get a discount for this account. I made a few calls to individuals who had material that was pertinent to the planning of the program. Dick Alter sent the All-Star teams' pictures from last year, and Warren Fields delivered some business' ad orders for the program.

**March 19, 1991: Tuesday**

I found myself idle most of the day today. Spring has begun to set in, and spring fever has started to hit most of the people around here. When there isn't much to do, the nice weather makes it even more difficult for everyone to stay inside and keep their minds on business. Nevertheless, I wandered around the agency asking for work from each employee. Finally, Stephen Preusse gave me a list of names to give follow-up calls on various accounts and topics.

On days like today, it is easy to find time to get to know everyone better, because there is a lot of casual talking. Everyone can relax and laugh with each other instead of worrying about the usual hustle and hurried agency life. After thinking about the time I've spent with each person, I am beginning to understand how important and helpful it is to know someone on a casual basis instead of on only a business or professional basis. Common interests and friendships can be found with those with whom I am spending this semester.

**March 20, 1991: Wednesday**

The deadline is quickly approaching on the production of the North Central High School Baseball program and flyer, so I spent the entire day touching base with the NCHS baseball coach. Dick Parker was working on the art for the business sponsorship flyers and has finally created a final product that was ready to be printed. Ron Pearson was preparing to take the photos for the layout of the program, and I organized a few questions in order to conduct an interview with each of the varsity players. The interviews were needed to put short biographies of each player under the player pictures. However, I left the notes of each interview with the baseball coach for him to edit. Almost always, information and creative material is reviewed and approved by the client since they are the ones who are paying for it and who will benefit from the work.

**March 21, 1991: Thursday**

The progress of the North Central High School baseball program is slowly taking shape, and I find myself fighting frustration sometimes in order to

meet deadlines. I have decided that deadlines are the essence of advertising and the frustration of those who are entangled in its intricate web. The trick to surviving the stress of the "hurry-up-and-wait" advertising life is to remember that a relaxed individual can think much clearer in rushed accounts. As I am constantly faced with deadlines, I also am constantly reminding myself to relax. I have realized that if you can't stand the heat (stress), get out of the kitchen (advertising).

Warren Fields, a significant member of the NCHS baseball parents' group, has been an adequate part in gathering the sponsoring advertising businesses for the program. Each day, he brings new advertising material to me to review and prepare for printing. Together, we are trying to gain enough support from businesses to fund the program and the Washington Township Baseball League. To show our appreciation for those businesses who offer to fund a league team, we have decided to give them a half-page ad, as opposed to the business-card-size ad that was first suggested.

### **March 22, 1991: Friday**

A new art intern, Adam Williams, has offered to assist Dick Parker and me in the production of the NCHS baseball program, and I had decided to spend the majority of the day introducing and explaining the account to him. Since Dick is extremely busy with other accounts, Adam will be doing the keylines and the layouts for the entire program. However, Dick will supervise his work. Adam appears to be a hard and dedicated worker, and I am hoping that he will be an asset to the NCHS account. Hopefully, he can assist us in meeting a few of the deadlines we will quickly be running into.

Even though NCHS has occupied most of my time, I have tried to help Laura Roman, account executive for Saxton & Rhodes. Her client was interested in advertising coasters with school emblems on them in the university publications, and she asked if I could call a few universities and request media kits from each publication. I did encounter a few problems in talking with each university about the idea of Saxton & Rhodes. In order to use any of the school emblems on their coasters, they are required to have a license to use them. Due to this possibility of increased expenses, Laura will have to converse with her client and wait for their next move.

Warren Fields and I met again today to review some more advertising for the NCHS program. I only wish collecting the text material from Rick Shadiow was as easy. Since he is so involved in his coaching and teaching, he has had little time to prepare the information needed in order to do a keyline of the program. I keep pressuring him to get that done, because of its significance in the production process. Again patience and persistence are required continually, but I do hope he can find more time to aid us in this process. As of now, Dick and Adam will be unable to complete the program on time.

### **March 25, 1991: Monday**

Most people think of sponges as either creatures in the vast sea or a device with which one can wash dishes or a car. However, in the staff meeting today, Jim Crahan told us a story about the sponges in a corporate office. Once there was a meeting room that had a door that constantly hit the built-in cabinets next to it when staff walked in and out of it. The president decided to tape a sponge to the edge of the door to keep it from putting dents in the wood. At first the staff thought the sponge looked tacky and very unprofessional, but over time, they soon learned to overlook this absurd door stopper. Then one day, an important client walked in to discuss a new account. Seeing the disgusting object on the entry door, he decided to take his business elsewhere.

The point is that the sponge was an overlooked item by the staff because they saw it each and every day. However, it was neither impressive nor appropriate for the corporate office. (A 39 cent door stopper would have been much more appropriate and may have saved the account!) Therefore, Jim informed us that we all must be conscious of the way our offices look, especially since the anniversary party for PCF is tomorrow and clients will be walking through the offices. Sponges are more than sea creatures and dish cleaners; they can be deterrents to positive work and must take conscious and consistent awareness in order to remove.

### **March 26, 1991: Tuesday**

Pearson, Crahan & Fletcher Group, Inc. has been in business for fourteen years, and today the entire PCF staff and their clients will celebrate their

anniversary at their Hunkerdown Anniversary party. Not only has the original Hunkerdown theme gotten our agency attention with our clients, but it can serve as good P.R. for Waffle House too.

The employees at PCF finally were able to rid themselves and their offices of the "sponges" that appeared throughout the agency. As the catering service arrived with the food, the art directors finished the final touches on the props of cacti, stone, sand, and wagon wheels that would all be used to take pictures of everyone for party favors. The whole agency decided to get even more involved in the theme by dressing in cowboy attire and pretending to swagger down the halls with their friendly and authentic cowboy "howdies."

### **March 27, 1991: Wednesday**

Selecting outdoor boards contains more detailed decisions than just ordering a sign. Today, Cindy Arnold, a media buyer, and I were escorted by Gary Riley of Naegele Outdoor Advertising to "ride the boards" around the Indianapolis area. This term, "riding the boards," means to view the outdoor boards, which have been randomly selected by Naegele, from the drivers' or consumers' point of view, and it allows media buyers to decide if the chosen outdoor boards are in appropriate locations. Bad boards, or boards in hidden areas, would only lead to bad advertising and would reflect negatively on PCF.

In order to determine if the selected outdoor board is positive towards the advertising of the client, many determinants must be reviewed. One of the most important points that the board should possess is the traffic count. In other words, the amount of traffic that will be viewing the board should be above average. Also, the illumination of the board can aid in the effectiveness of the board. For example, if the board is well lit during all twenty-four hours, the chances of the board being seen are greatly increased than those who are not illuminated. Crossroads and traffic lights can also improve the traffic count and viewing of the boards, because the automobiles are either forced to stop at some point or the number of automobiles viewing the board is multiplied by the number of roads meeting at the intersection. A few other aspects critical to the placing of the advertising is the target market, the environmental surroundings of



**March 28, 1991: Thursday**

Once again, I continued my search for a job by scheduling an interview for today with AHM Graves Realtors. Even though I am majoring in telecommunications and have an interest in advertising, I have decided to pursue a possible career in marketing which is also my minor. The reason I have decided to look at a different path is because the advertising field is being hit hard by the recession; therefore, the number and possibilities of openings in advertising are limited. Having a minor and a major has made my search easier and has made me more marketable.

During my interview, I listened very attentively, because this was also a chance for me to interview the marketing director at Graves, as well as being interviewed myself. The director told me that he was very impressed with my resume and that it was done concisely and professionally, which were two qualities lacking in the other resumes he had received. I learned how important it is to make a good first impression that is not only well made, but that stands out from the rest. Apparently, I had accomplished this first task, and I was on my way to getting a job offer.

Another quality I found that helps during the interview is to relax and be comfortable with the interviewer. After all, I may be working with this person each and every day in the future. I asked many questions about the work that I would be doing and about the business, and after we both had found out the pertinent information we were searching for, I asked for the job and displayed my interest in the position.

Even though the interview went well, I did have some doubts about the position. First of all, I was not satisfied with the salary that I would be making. After figuring my expenses for living in the Carmel area and paying insurance and car payments, I knew I couldn't survive without my parents' help which was not an option. Hopefully, when I follow-up on my interview, we will be able to negotiate a higher salary. Another aspect about the job that I didn't like was that there was no way to be promoted from the position I would be receiving. This could be a big deterrent for me, because I am motivated by money and promotion. However, I do realize that this job doesn't have to be permanent, because it can be a very

about the job that I didn't like was that there was no way to be promoted from the position I would be receiving. This could be a big deterrent for me, because I am motivated by money and promotion. However, I do realize that this job doesn't have to be permanent, because it can be a very good learning experience and stepping stone to a better job. I will begin to think about my options, and I will keep in contact with them during the beginning of next week.

### **March 29, 1991: Friday**

The collection of all the advertising and sponsorships for the North Central High School baseball program is almost completed. However, the final date for printing has been moved to a later date due to our inability to acquire all the important information and materials, such as a team uniform and cap, for shooting for the front cover. With a lot of hard work, Dick can finally start putting the layout and keyline together with the help of the art intern, Adam Williams. The delay in the completion of the job is just one example of how important it is to work as a team to gather and form the mandatory components of the job.

I suppose the pertinent information needed to complete an advertising job is similar to the players needed to play a baseball game. If one player is missing, such as the catcher, a hole is created in the team, and the team cannot function or complete its game as successfully as it would with all components present. Furthermore, there are also similarities between the significance of the components. For example, the pitcher obviously has more significance to the completion of the game, because without him, the ball will never get to the batter, and the job comes to a halt. Likewise, if the uniform and cap are not obtained for the photo for the cover of the program, the program cannot be finished. However, if an outfielder or one business's ad is absent from the the layout, the program can be completed even though its entire continuity is lacking. Because PCF wants the program to be neither lacking nor incomplete, we have decided to reschedule the final date and hope our diligent efforts and detailed work satisfy the team and the coach in the end.

**April 1, 1991: Monday**

"April Fools!" Much to everyone's relief, these were the last words of Mr. Jim Crahan at the staff meeting this morning. During the executive reports, Jim decided to inform everyone that since the agency was receiving so many phone calls from clients after 5:15, the partners had decided to expand the working hours of the employees at the agency. As he explained the situation to everyone, I noticed their faces growing long, and soon they began to scowl in disbelief. However, with a straight face, Jim continued to explain that it is very important to be able to service their clients at the clients' convenience. At the end of his speech he burst into laughter, as the mothers who had children in daycare all day dug their fingernails into their seats. No one found it funny that they would have to work until 6:00 at night, but sighs of relief crept out of everyone's mouth. Then, laughter slowly filled the room as a relief and appreciation for the 8:30 to 5:15 days they now had. Never before had 5:15 seemed so wonderful and early!

**April 2, 1991: Tuesday**

(Adam v. Christy: Creatives v. Account Executives)

In the world of advertising, there are two very different types of individuals: creatives and business. Creatives are usually the art and production people who view their work and accounts as ways of expressing themselves. On the other hand are the business people who are usually sales and media buyers and who measure their work based on the satisfaction of their clients. Obviously, with the two different views that each type of person has about the same project, there can be complications and frustrations with each other. That's an understatement! However, even though both types work separately, they must still remember that they are working together towards the same goal.

Today, Adam, a creative, and I, a business person, got together today to work on the North Central High School program. All the information had been gathered, but now it had to be entered into the computer for the keyline and the printing. Doing the keyline can be a very creative process because the text and photo shots can be arranged in various positions.

As Adam arranged each piece of information, I noticed that his view of the keyline was much different from mine, and we ended up disagreeing on almost every aspect of it. Having talked frequently to the client, I had a good idea of how he wanted things done and the particular arrangement of materiel that he had asked for. Therefore, it was the client that I wanted to please, not necessarily my personal thoughts. Adam looked at things from his own perspective and seemed to overlook some of the very details that were essential to the client's satisfaction and approval.

The solution was to discuss the situation with Adam, as I stressed the importance of working together. The project wasn't a total disaster. In fact, it wasn't a disaster at all! We smoothed out our differences and eventually came up with a wonderful keyline.

### **April 3, 1991: Wednesday**

The significance of a resume, as told in many of my college classes, has dwindled. No longer does the employer base his first opinion on those sheets of paper sent by struggling college students. However, the employee does use these carefully created resumes as a list to send rejection letters. Can it possibly be true that businesses overlook or are not persuaded by the impression of the applicants' resumes?

During one of my interviews, one of the first things I was told was how important and significant my resume was in the process of my receiving the interview. I was astonished. Even though I had put several hours and research into the creation of my resume, I was convinced that it probably wouldn't have a lot of impact on my job search. I was told that it was very professionally created, and the wording was well written. Nothing could have boosted my attitude about this interview more, and I'm glad my first impression was my resume this time. I hope that professors will stop telling students that their resumes aren't as significant as they used to be, because I have been told that they are very important and impressionable in every interview I have ever had! I believe that any piece of work that one creates and displays to the public reflects the individual behind its original thought.

#### **April 4, 1991: Thursday**

Once again, I rode the boards, except this time it was in the Muncie/ New Castle area. Since I am familiar with that area after attending Ball State University for almost four years, I knew where the traffic was the thickest and where the most appropriate neighborhoods were for the particular ad we were placing. When I rode the boards in Indianapolis, I don't think I could have evaluated their locations as well, because I was unfamiliar with the area and the types of individuals that lived in those areas. Therefore, I have concluded that the importance of the media buyer to know the market and the demographics of the areas must be stressed due to the mandatory need of effectiveness of the ad.

#### **April 5, 1991: Friday**

Disappointment abounded a few of the offices at PCF today, because the North Central High School baseball program was not completed. Deadlines seem to be extended, even though we continue to work diligently on the account. Ron Pearson, a former NCHS baseball player and president of the agency, was extremely disappointed because the baseball team means a great deal to him, as well as to the advertisers in the program. Nevertheless, we have encountered several problems in gathering pertinent information which has lead to a delay in the art director's ability to complete a keyline and eventually the layout. With all this in mind, we will continue to work together as quickly and efficiently as possible, and hopefully, we will be able to meet the extended printing deadline by Tuesday.

#### **April 8, 1991: Monday**

An intriguing concept was told to me today during my first interview with Montgomery, Zuckerman & Davis advertising agency. This agency is one of the most prestigious agencies in the area, and it has several large accounts, such as Pizza Hut and the Indiana Lottery. Because it has such large accounts, they limit their accounts to a minimum of around \$15,000. This has caused them to reject several accounts that have asked them to do

their advertising for them, but who have a small budget. Realizing that those rejected small accounts can add up fast, MZD has decided to create a branch or division of their agency that services only small accounts and creates a high account turnover. Most of these accounts would be one time shots and done for a much lower cost (compared to that of a full-scale agency).

The hope is that businesses who rarely advertise or who won't advertise because of the high rates will come to MZD's Advertising Place for advice and assistance in their advertising. Already, many businesses and churches have come to the Advertising Place asking for pieces, such as direct mail. As the demand for this type of advertising service spirals upward, MZD has a strong desire to develop a significant share of that market, and I may have the opportunity to be a part of their work force.

**April 9, 1991: Tuesday**

I have reviewed and reviewed again my options and opportunities for working at MZD's Advertising Place, and I have also received professional consultation from those with whom I work. Considering the circumstances that MZD requires all of their account executives to follow, I knew I wouldn't be happy. First of all, they would only pay commission, which would mean: no sales, no pay. Because I would be on my own for the first time, I wouldn't have sufficient funds saved to survive if I was unable to sell enough advertising. Second of all, in order to earn at least \$15,000 dollars in commission, I would have to sell at least \$750,000 of advertising because of the small 2% commission. According to the advise and counseling I have received from my peers, this is an extremely large amount of advertising to sell since it would only come from small accounts.

I realize that am quickly approaching graduation, and I still have not found a job. However, I believe that if I were to grab the first opportunity that offered me a position, I definitely would not have the chance to explore my options. I know there will be a job for me that will not only offer me experience, but will also give me other benefits, such as a decent & reasonable salary. I don't expect to become a millionaire at this first job, but I will be happy.

**April 10, 1991: Wednesday**

Since the high school proms are around the corner, many businesses and advertising agencies are trying to stress the importance of safe driving. Of course, their main objective is to inform teenagers about the dangers of drinking and driving. Pearson, Crahan & Fletcher Group is no exception. One of their main accounts is the Governor's Task Force against drunk driving, and they are now doing a campaign on the issue.

Today, I spent the entire day at the studio watching them record a television commercial. It wasn't just any commercial; it happened to be the commercial that Ron Pearson had me try out for! PCF had several teenage actors and actresses try out for the leading male and female roles, and after they all had gone, he had me try. I would have gotten the part, except that he found it hard to see me portray a high schooler. Being twenty-two years old and almost a college graduate, I understood his reasoning. So much for show business!

The background of the commercial was very interesting. On separate sides of the screen, the audience saw a boys' restroom and a girls' restroom each with two people in them. These two boys had dates with the two girls, and they were taking a break from their dates to privately discuss them with their friends. The date could have been a lot of fun for everyone, except the difference between the leading male and the leading female was that the boy was drunk and the girl was totally embarrassed about his actions. The girl finally confides in her friend to drive her and her date home in order to avoid his insistence to escort her home in his car.

The points are that many teenagers aren't impressed with alcoholic consumption and they don't let their friends drive home drunk either. This issue has become bigger and bigger, and teenagers are starting to see the importance it has in their lives. Advertising sobriety may have an effect on everyone's lives and on everyone's future.

**April 11, 1991: Thursday**

I rode the Bloomington and Columbus markets today to see the locations of some outdoor boards that PCF had bought for WRTV. Each time we buy

outdoor boards from different companies we usually have them show us where they are. This allows us to switch boards if we don't like a particular location. The whole account for WRTV's outdoor advertising was instantly put in my hands. I realized that the media supervisor at PCF had given me an incredible amount of responsibility.

After being an intern for almost four whole months, my responsibilities have increased tremendously. I remember when I first arrived at PCF and they didn't give me anything to do, except go on bagel runs and deliver film to Photo Stop. Now, they have given me my own account, North Central High School, and they have allowed me to make media decisions on my own without anyone's supervision. This internship has been a great opportunity for me to learn so much about the advertising business, and I know that even with the ups and downs at the agency, I made the right decision to intern at PCF.

#### **April 12, 1991: Friday**

Deadlines! Extensions! Frustration! The North Central High School baseball program still isn't finished, and the team has had five games already. This entire day has been spent doing the layouts and making veloxes, which are the print-ready spreadsheets that go to the printer. Much frustration set in when the computer system failed to operate correctly, and the veloxes stopped ejecting from the computer. The old extended deadline for the shipping of the entire conglomeration of veloxes to the printer was now replaced by a new deadline of today at 5:15, and it was already 4:30! To further increase the complications, the only art director who knew how to fix and operate the complex computer system was at home with his extremely ill baby. Our bosses were on edge about the situation because they were worried that we might lose advertising business dollars for the program due to the missed deadlines. Would this day ever end?!

Just when we had pulled out almost every hair on our heads from the frustration we were experiencing, the art director responsible for the computer system arrived to the scene along with the computer operators who sold the agency the system. It seemed like a miracle when the veloxes slowly appeared out the end of the computer at 5:13. Straight



from the system, we Federal Expressed them to the printer in Bloomington with two minutes to spare, and the eternity of serious stress that we had felt for so long slowly rose from everyone's mind. The cooperation we each gave shined through in the end. We had finished our part in the production of the program, and with a little bit of luck, remained sane throughout the ordeal.

#### **April 15, 1991: Monday**

Stephen Preusse, an account executive and a past PCF intern, gave me the responsibility of creating a questionnaire about the PCF internship program. After I sent it to several of the past interns, I began receiving responses almost immediately which allowed me to start my research on the topic a little bit sooner than I had expected. Even though some of the past interns failed to reply to my questionnaire, I have received a substantial amount that would allow me to calculate some accurate points.

While reading each questionnaire, I recorded three main points: the university or college the intern had attended during the internship, the positive aspects experienced during the internship, and suggestions for improvement of the PCF internship program. The majority of interns had attended Ball State University as telecommunication or journalism majors. This could be coincidental, but chances are the many Ball State alumni that work at the agency had a lot of pull for them. However, there have been several interns from other schools, such as Butler University and Indiana University. The positives aspects about PCF seemed to stem around the closeness and cooperation of the staff, as well as the real-life experience an intern receives at the agency. The list of improvements that each intern listed was fairly short, but one of the main issues discussed was the fact that several believed the intern should receive more independent responsibility, as well as projects that could be used to display experience during an interview. One common and unanimous comment made by each person was the undeniable fact that being an intern at Pearson, Crahan & Fletcher Group, Inc. is an extremely educational and irreplaceable experience to anyone wanting to enter the advertising field.

**April 16, 1991: Tuesday**

Max Lorenzo, a co-intern and a new friend of mine, finished his internship and came by today to say goodbye to all the friends he made here at PCF during his United States visit from Argentina. He came to the U.S. to learn the American way of advertising and life, but in return he taught everyone here how to communicate more eloquently with people from foreign countries. I've enjoyed working with him because he has shown me that people with greatly different backgrounds can work side by side as easily as people from the same area. It may take a bit more effort, but the results can be very beneficial to everyone.

I know that throughout my life I will make numerous connections, but I honestly believe that my connections with Max, an individual from an international business, will influence my communication skills for the rest of my career. Communicating is a skill that is taught at an early age, but I think it takes an entire lifetime to perfect it. Classes and books can help one learn about communication, but the daily practice and usage of communication among and between several different individuals, especially ones from different markets or countries, aids in the perfection and understanding of this important and crucial skill. I'm glad Max gave me this opportunity to make this realization.

**April 17, 1991: Wednesday**

Quickly approaching the end of the semester and, likewise, the end of my internship at Pearson, Crahan & Fletcher Group, I am faced with many projects which must be completed before I leave. My biggest chore will be to organize the material that we used for the North Central High School program, so the next intern won't be faced with the same pressures I felt during the account. There were many problems and much confusion during this project among everyone at PCF. No one was ever quite sure of what was going on or who was supposed to do what, including myself. Therefore, I have devised a list of ideas that everyone can follow next year in order to at least avoid having duplicate problems. One of the most important points that I stress in this list is to make and abide by a strict time line. With the cooperation of each and every individual on staff, we can make the account run smoother...and on time!

This account has taught me many things about being an account executive, and I am feeling a certain sense of relief that I had this experience before I entered the field on my own. The job entails much more than wining and dining clients; it also involves knowing each detail and idiosyncrasy of the clients that you work with each day. After dealing with my own client, I learned what he liked and disliked and how to approach him with certain ideas. For example, he was very concerned about being professional in the way the program would read by the parents. Therefore, I knew what comments from the players to take out when I quoted them. One might think this is all common sense, and most of it is. It is the common sense of *knowing* your client, the account, your boss, and yourself.

#### **April 18, 1991: Thursday**

After working with the staff at PCF for almost fifteen weeks, I feel almost as if I were one of them...an actual employee at this agency involved in all the trials and tribulations of advertising. They have almost become a family to me, because for the entire time that I have worked there, they have always been there for me in all that I do. I have made mistakes, but as understanding as they are, they would smile and explain why I had that problem and how I could avoid it next time. All right...they didn't always smile, but they did understand and had time to help me. There were times when I wished I had never started there as an intern, but when I sit back and think about it all in perspective, the good out-weighs the bad by far.

Reality is something everyone must realize in order to be able to work in a healthy environment with others. There will be good days, and of course, there will be bad, but with a group of people as close and understanding as those that I have had the privilege of working with, strong and binding relationships can form. I have learned so much from them...much more than I had ever anticipated. When I first came, I thought only about advertising, but advertising involves people...real people. These people can work for or against you, but if one takes the time to understand we are all human, it will work for the better. The reality of "people" skills is what I will remember most about PCF, because it is people that make those in advertising so wonderful to work with.

**April 19, 1991: Friday**

Four years of college should have prepared me for a job in the real world. I thought that if I went to college and got a degree, then having a career in my chosen profession would guarantee me a job. Obviously, this euphoric idea was way off base! Since the economy is bad, businesses are hurting and not hiring, especially if you don't have any experience. During my search for a job, I have had offers, but those offers were for commission only. This is not a good situation to be in if it is one's first sales job. Otherwise, I have had no luck in finding a means of making money. College didn't prepare me for that. Everything I have learned is waiting to be utilized if someone would only give me a chance, but no experience, no employment. How ironic!

As the saying goes, "if at first you don't succeed, try, try again." This time I've decided to make good use out of my broad education and look for a job in the marketing field. By putting my minor in marketing to good use, my chances of being hired can be increased. I had almost given up hope when I realized that with as much potential as I have, I didn't need to lose my positive attitude. So, onward and upward! Who knows, marketing may prove to be a great experience for me, and it may give me the opportunity to make even more connections.

**April 22, 1991: Monday**

Just when we thought we were out of the heat of the North Central baseball account, we were engulfed in a huge flame of despair. The program which we thought had been completed, printed, and delivered to the school had not been proofread before it was sent to the printer. One major point that absolutely *must* be met is to have *all* work proofread at least once, but preferably twice. Being an intern, Adam assumed that all the information was accurate and flawless; therefore, the mistakes were overlooked.

The client was very upset about the many mistakes and so was Ron Pearson. Today, I met with Rick Shadiow to go over the program in great detail, and with both of our efforts, we managed to correct the entire program. Quickly, Adam and I entered the corrections into the computer

and managed to send it to the printer for printing by Friday. Even though many of the games have been missed already, North Central will have a program ready for their game on Friday afternoon.

#### **April 23, 1991: Tuesday**

Knowing little about art and the production of a print ad, I completed my internship by learning as much as possible about the art department and the highly sophisticated computers on which they work. I had done a small amount of work on the computers at Ball State University and was familiar with the Macintosh system; however, I was unable to recognize the art terminology that was available on the computers at PCF. Slowly, but surely, the art staff explained different options to me, and eventually, I was able to create my own masterpiece! Nevertheless, I realized that it would take me months to learn everything that they needed to operate these machines effectively and efficiently, and it would take me years to be able to master the artistic ability that these creative people possessed. Finally, I realized that those ads in the magazines contained a lot more time and detail than I had ever imagined, and my appreciation for the work and talent that the art staff demonstrates every day grew enormously.

Being an intern at Pearson, Crahan & Fletcher Group has given me the opportunity to not only specialize in a particular area in the advertising field, but to also gain a broad range of experience in each and every department at the agency. Without this experience, I would never have been able to grasp the whole entire concept of advertising. My interests may have been tunneled in only one direction by working solely in the account services department. Sales are an important part of the agency, but it is essential to know how the whole operation works from start to finish...from the conceptual ideas of a product to the production of the ad in a magazine. This knowledge can provide a general understanding of the operation and a great appreciation for the hard work of one's co-workers.

#### **April 24 1991: Wednesday**

Organization plays a vital role in any business, but in advertising it can mean the difference between keeping a hundred thousand dollar account

or losing a major account that has kept your agency in business for several years. Throughout my experience with the North Central account, I obtained an incredible amount of ads from the sponsoring businesses. A few of them were print-ready, and many contained vital information that was to be included in the ads. Each time I received another ad, I placed it in a file I had created explicitly for the sponsors. These paying sponsors counted on their ads being placed in the NCHS program, and if our agency weren't responsible enough or organized enough to complete the program properly or adequately, business would definitely be lost. Thus, a decrease in income.

When I took on the responsibility of aiding Stephen Preusse in the improvement of the internship program, I knew it would entail an even greater amount of organization, especially since all of the information we gathered was vital to our research. Hence, another file was made. Addresses of past interns, questionnaires that had been returned, and information of how other internships operated were pertinent pieces of this new file, and each piece would aid in the improvement of PCF's valuable internship. Without proper organization, the valuable time we spent doing research would be wasted, and our information would be incomplete.

#### **April 25, 1991: Thursday**

Believe it or not, every piece of information I gathered in my classes and through lifetime experiences could pay off and prove to be extremely valuable during my job search and throughout the rest of my life. General studies that many think are a waste of time may actually end up being an asset during an interview. They were for me. Today, I had the great privilege of interviewing with Laurence, Charles, Free & Lawson which is an agency that handles the advertising for McDonald's, and due to our common past experiences in college, we were able to strike up a conversation that made the interviewer and myself more comfortable with each other.

These common interests, even though they had nothing to do with the job in question, caused us to get past the interview "front" and get to know each other for who we really were. Because of this relaxed atmosphere

that we had developed, my interview went smoothly, and I was immediately asked back for a second interview. I have come to realize that no knowledge is waste of time, and even though it may not have a use in that particular time in my life, it will serve as a benefit to me some day. I have learned to know as much about everything as I possibly can, and maybe this realization is all a part of growing up and discovering reality.

**April 26, 1991: Friday**

This is the end of the line for me as an intern here at Pearson, Crahan & Fletcher Group, Inc. Behind me I will leave my mentor, Sandi Huge, and many friends who have taught me the ups and downs, ins and outs, and the fulfillments and frustrations of advertising. They have given me the opportunity to work in a positive and prospering agency that can only cause me and other interns to benefit from their work. I have learned many things from each and every individual and department at PCF, but most of all I have learned that I have what it takes to survive and grow in this wonderful industry. The reason I have this ability is because I have experience in the field, determination to strive for perfection and growth, and contacts that will be as much a part of my life as all the knowledge I have ever known about advertising.

Ahead of me lies my future in the advertising world, and I will face reality with all of its positive and negative sides. I must utilize my knowledge and experiences to my utmost potential and understand that I am the leader to my own success. No one knows what is behind the door that I will unlock when I graduate. However, one thing is for sure: this future will be what **I** make of it.